

## In the Claims

1. (Currently Amended) A method of operating a telephony service on a telephony network, the method comprising:  
  
at a telephony service location remote from a caller and a call recipient:  
  
receiving, from the caller, a request for establishing a connection to the call recipient, the request having been initiated by the caller ~~dialing~~ specifying a number associated with the call recipient;  
  
receiving a command signal during a call connect process,  
  
the command signal being a single command that is interpreted by the telephony service without the necessity of any additional command being sent, and  
  
the call connect process including at least one ~~of phase from~~ a group consisting of a call-dial phase~~[[,]]~~ and an originating phase ~~a call set-up phase, a logical association phase, and a call connect phase;~~ and  
  
in response to receiving the command signal, initiating a service or transaction between the caller and the call recipient other than a standard call connection transaction, without connecting the caller through to the call recipient and wherein the command signal is received from a communication device of ~~either the caller or call recipient~~.  
  
2. (Canceled) ~~The method of operating a telephony service according to claim 1, wherein the received command signal overrides a conventional billing protocol of the telephony network supporting the telephony service.~~  
  
3. (Currently Amended) The method of operating a telephony service according to claim 1, wherein the received command signal ~~received during the call connect process comprises transmitting the command signal~~ is associated with the activation of ~~activating~~ a single ~~dedicated~~ key on a keypad of a communication device.  
  
4. (Currently Amended) The method of operating a telephony service according to claim 1, further comprising ~~transmitting a prompting indicating a request~~ the caller to provide the command signal.

5. (Currently Amended) The method of operating a telephony service according to claim 1, wherein the service or transaction is automatically initiated in response to at least one ~~criteria~~ criterion, wherein the criterion includes at least one attribute of the caller or the call recipient.
6. (Currently Amended) The method of operating a telephony service according to claim 5, wherein at least one ~~criteria is an~~ attribute ~~associated with the caller or call recipient~~ includes credit information.
7. (Currently Amended) The method of operating a telephony service according to claim 1, wherein the command signal is initiated by the caller prior to the ~~call connect phase~~ originating phase.
8. (Currently Amended) The method of operating a telephony service according to claim 7, wherein the command signal is initiated by prefixing the command signal to a ~~dialed~~ telephone number.
9. (Currently Amended) The method of operating a telephony service according to claim ~~4~~ 7, wherein ~~initiating the service or transaction is initiated by service comprises initiating a transmission of a data signal, wherein the data signal is~~ associated with an activation of at least one key of a communication device.
10. (Currently Amended) The method of operating a telephony service according to claim 9, wherein the activation of at least one key ~~of the communication device~~ includes activating at least one key from a plurality of keys, wherein each of the plurality of keys is associated with a ~~single service or~~ transaction from among a plurality of services and transactions.
11. (Currently Amended) The method of operating a telephony service according to claim 10, wherein the plurality of keys ~~comprise~~ includes at least one from ~~[[a]] the group consisting of a “\*” key, a “#” key, and a “0” key.~~  
  
~~key associated with telephony and billing functions, a “0” key associated with interactive network operator and information services access, and a “#” key associated with commercial banking transactions between the caller and the call recipient.~~

12. (Previously Presented) The method of operating a telephony service according to claim 1, wherein the command signal is received from a telephone, and wherein the telephone, upon activation of a dedicated key, transmits the command signal.
13. (Currently Amended) The method of operating a telephony service according to claim 12, wherein the dedicated key is selected from a group comprising a "@" symbol, a color coded key, a programmable key, ~~a menu item~~, and a button.
14. (Currently Amended) The method of operating a telephony service according to claim 1, wherein the command signal is received ~~from a telephone, and wherein the telephone,~~ upon activation of a biometric trigger, ~~transmits the command signal.~~
15. (Currently Amended) The method of operating a telephony service according to claim ~~[[1]]~~ 14, wherein the ~~command signal comprises an audio tone transmitted from a mobile telephone~~ biometric trigger is based on either voice or fingerprint recognition.
16. (Currently Amended) The method of operating a telephony service according to claim 1, further comprising ~~automatically associating a function indicated the service or~~ transaction initiated by the command signal with the caller as identified by a telephone number of the caller.
17. (Previously Presented) The method of operating a telephony service according to claim 16, wherein the telephone number of the caller is derived from a caller line identity (CLI).
18. (Currently Amended) The method of operating a telephony service according to claim 1, further comprising ~~automatically~~ associating the service or transaction with the command signal based on the call recipient.
19. (Canceled) ~~The method of operating a telephony service according to claim 1, wherein the command signal is transmitted from a communication device of the caller by operation of one individual key on said communication device.~~
20. (New) The method of operating a telephony service according to claim 1, wherein the service or transaction is an override of a conventional billing protocol of the telephony network supporting the telephony service.
21. (New) A telephony service system comprising:

a telephony service network remote from a caller and a call recipient, the telephony service network configured to:

receive, from the caller, a request for establishing a connection to the call recipient, the request having been initiated by the caller specifying a number associated with the call recipient;

receive a command signal during a call connect process,

the command signal being a single command that is interpreted by the telephony service without the necessity of any additional command being sent, and

the call connect process including at least one phase from a group consisting of a dial phase and an originating phase; and

in response to the received command signal, initiate a service or transaction between the caller and the call recipient other than a standard call connection transaction, without connecting the caller through to the call recipient and wherein the command signal is received from a communication device of the caller.

22. (New) The system of claim 21, wherein the received command signal is associated with the activation of a single key on a keypad of a communication device.
23. (New) The system of claim 21, wherein the telephony service network is further configured to prompt the caller to provide the command signal.
24. (New) The system of claim 21, wherein the service or transaction is automatically initiated in response to at least one criterion, wherein the criterion includes at least one attribute of the caller or the call recipient.
25. (New) The system of claim 24, wherein at least one attribute includes credit information.
26. (New) The system of claim 21, wherein the command signal is initiated by the caller prior to the originating phase.
27. (New) The system of claim 26, wherein the command signal is initiated by the command signal being prefixed to a telephone number.

28. (New) The system of claim 27, wherein the service or transaction is initiated by a transmission of a data signal associated with an activation of at least one key of a communication device.
29. (New) The system of claim 28, wherein the activation of at least one key includes the activation of at least one key from a plurality of keys, wherein each of the plurality of keys is associated with a service or transaction from among a plurality of services and transactions.
30. (New) The system of claim 29,  
wherein the plurality of keys includes at least one from the group consisting of a “\*” key, a “#” key, and a “0” key.
31. (New) The system of claim 21, wherein the command signal is received from a telephone, and wherein the telephone, upon activation of a dedicated key, transmits the command signal.
32. (New) The system of claim 31, wherein the dedicated key is selected from a group comprising a “@” symbol, a color coded key, a programmable key, and a button.
33. (New) The system of claim 21, wherein the command signal is received upon activation of a biometric trigger.
34. (New) The system of claim 33, wherein the biometric trigger is based on either voice or fingerprint recognition.
35. (New) The system of claim 21, wherein the telephony service network is further configured to associate the service or transaction initiated by the command signal with the caller as identified by a telephone number of the caller.
36. (New) The system of claim 35, wherein the telephone number of the caller is derived from a caller line identity (CLI).
37. (New) The system of claim 21, wherein the telephony service network is further configured to associate the service or transaction with the command signal based on the call recipient.

38. (New) The system of claim 21, wherein the service or transaction is an override of a conventional billing protocol of the telephony network supporting the telephony service.